

SALES & MARKETING MANAGER

Revised: Jan 2014, June 2011; August 2009; February 2005; December 2000; September 1996; October 1995; May 1993

Department: Civic Center

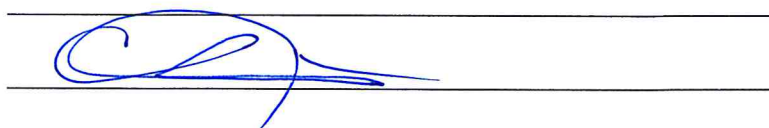
Section: Sales & Marketing

Reports to: Civic Center/Auditorium Manager

Approved by:

(1) EMPLOYEE'S SIGNATURE

(2) DEPT. HEAD'S SIGNATURE



DESCRIPTION OF WORK

General Statement of Duties: Performs a variety of professional duties dealing with the management and oversight of several departments for the Bismarck Civic Center including sales/booking, and marketing. The work is performed on a varied work schedule according to events scheduled at Bismarck Civic Center, Exhibit Hall or Belle Mehus Theatre, involves developing marketing and advertising campaigns, sale of sponsorships, and is responsible for the promotion of the facilities to the community and the industry.

Supervision Received: Work under the general direction of the Civic Center/Auditorium Manager.

Supervision Exercised: Directly supervises the Box Office Supervisor, Sales Associate.

EXAMPLES OF WORK: An asterisk (*) denotes those functions important and essential in accomplishing the purpose of this job. Some of the reasons why a function could be considered essential are: 1. The position exists to perform the function. 2. There are a limited number of other employees available to perform the function, or among whom the function can be distributed. 3. A function is highly specialized and the person in the position is hired for special expertise or ability to perform it.

*C4 D-35% Directs all advertising, promotion, publicity and public relations for the Bismarck Civic Center and Auditorium by managing the in-house advertising which services the lessee's events by preparing media schedules, marketing plans and public relations, etc. Oversees meet and greets with performers. Responsible for facilitating/managing the booking process.

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- *C4 Q-25% Prepares and develops booking policies and plans. Assist in attracting events to the Bismarck Civic Center and Belle Mehus Theatre by preparing and distributing press kits, fact sheets, press releases, event schedules, brochures, posters and other promotional materials on a timely basis. Oversees campaigns, which includes keeping accurate and updated contracts, database and coordination of all sales. Secures sponsorships for Bismarck Civic Center events. Aligns goals of facilities with mission statement.
- *C4 W-10% Develops and maintains public relations with the local and national media to assure a positive image for the Bismarck Civic Center. Prepares and plans to insure that the Bismarck Civic Center is prominently marketed to potential lessees throughout the region and country.
- *B2 Q-5% Serves as a liaison to the Bis-Man Convention and Visitors Bureau, the Chamber of Commerce, area civic clubs, professional associations and local committees to promote the Bismarck Civic Center and Auditorium.
- *C4 W-15% Creates, sells, and manages sponsorship programs in the Bismarck Civic Center and Auditorium.

Performs other duties of a comparable level/type as required.

MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree from an accredited college or university with a major in marketing, public relations, mass communications, or business administration. A minimum of three years marketing experience required. Experience in several of the following: writing, booking, public speaking, sales, media relations, promotion and advertising is highly desirable. Must be proficient in business software applications and other electronic booking business applications. Must have excellent verbal and written communication skills.

Required Knowledge, Skills and Abilities:

Knowledge of the English language, rules of spelling, grammar, sentence and paragraph composition and basic letter and report format.

Knowledge of marketing, advertising, business skills and booking/facility management.

Highly developed interpersonal skills.

Ability to communicate effectively both in writing and orally with a proven ability to speak well in public.

Knowledge of general accounting procedures and practices.

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Ability to read, understand and interpret media rating services, detailed records of event expenses and maintain necessary documentation.

Ability to sell advertising, signage, publications advertising and event sponsorships.

Ability to work variable schedules which include coordinating event nights.

Must be able to work nights, weekends, and holidays as assigned.

Necessary special requirements:

Valid driver license.

The physical activities of this position are:

Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs, and/or hands and arms. Body agility is emphasized. This factor is important if the amount and kind of climbing required exceeds that required for ordinary locomotion.

Balancing: Maintaining body equilibrium to prevent falling when walking standing or crouching on narrow, slippery or erratically moving surfaces. This factor is important if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.

Stooping: Bending body downward and forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.

Kneeling: Bending legs at knee to come to a rest on knee or knees.

Crouching: Bending the body downward and forward by bending leg and spine.

Reaching: Extending hand(s) and arm(s) in any direction.

Standing: Particularly for sustained periods of time.

Walking: Moving about on foot to accomplish tasks, particularly for long distances.

Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.

Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.

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Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. This factor is important if it occurs to a considerable degree and requires the substantial use of the upper extremities and back muscles.

Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm as in handling.

Grasping: Applying pressure to an object with the fingers and palm.

Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.

Talking: Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.

Hearing: Perceiving the nature of sound with no more than a 40 db loss @ 500 Hz, 1,000 Hz and 2,000 Hz with or without correction. Ability to receive detailed information through oral communication, and to make fine discriminations in sound, such as when making the fine adjustments on machined parts.

Repetitive motions: Substantial movements (motions) of the wrists, hand and/or fingers.

The physical requirements of this position are:

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

The visual acuity requirements including color, depth perception and field of vision for this position are:

MACHINE OPERATORS (including inspection), INSPECTION, CLOSE ASSEMBLY, CLERICAL, ADMINISTRATIVE: This is a minimum standard for use with those whose work deals largely with preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines (including inspection), using measurement devices, assembly or fabrication of parts at distances close to the eyes.

The conditions the worker will be subject to in this position are:

The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes.

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The worker is subject to outside environmental conditions: No effective protection from weather.

The worker is subject to both environmental conditions: Activities occur inside and outside.

The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.

The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the ambient noise level.

The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.